Before the

Federal Communications Commission

Washington D.C. 20554

In the matter of:	)	
	)	
Framework for Next Generation	)	P.S. Docket 10-255
911 Deployment	)	
	)	

Reply Comments of Rave Mobile Safety

Rave Mobile Safety ("Rave") respectfully submits these Reply Comments to the Notice of Inquiry ("NOI") released by the Federal Communications Commission ("FCC") through the above referenced proceeding.

Rave is pleased to see the level of interest and diligence applied during the comment period, and wishes to reinforce the guidance provided in many of the original comments submitted to these proceedings. Rave also wishes to address positions raised which we believe do not best serve the public interest. Rave strongly urges the FCC to avoid artificially limiting the vision for NG9-1-1 based on misconceptions of a given technology's capabilities. It would be a great error to underestimate what the industry can cost effectively accomplish given the right statutory environment.

Non-Voice Emergency Communications

Rave agrees with many of the commenting organizations, including industry leaders such as PlantCML, Telecommunication Systems ("TCS"), Intrado, Motorola, and NENA who note SMS can provide a viable and important means to connect citizens with 9-1-1. While Rave continues to recognize that SMS is not an "end-state" technology, we feel it should not be dismissed out-of-hand. In fact, Rave believes SMS can be a key component of citizen communications by providing unique capabilities:

- Rave's experience in processing millions of SMS messages is in line with that of TCS. Our experience shows the incidence of dropped, lost, or significantly delayed SMS message delivery is on par with the dropped call rate for mobile calls. It would be inconsistent to view one technology as generally accepted for 9-1-1 communication, while rejecting the other as a viable alternative.
- There are approximately 20 million deaf and hard of hearing individuals in the United States. This significant community is afforded little to no option for communicating with 9-1-1 from a mobile phone. One could reasonably speculate that this community would rather have access to an interim text-based communication option when faced with the alternative of having no self-directed means to summon help through a mobile phone.

- Rave believes existing technologies and processes, when used in combination, can allow the deaf and hard of hearing community to reap benefit from using SMS-to-911 communication, while minimizing exposure to some of the deficiencies inherent in this technology.
- Mobile network operators have, and will continue to, put a great deal of effort into the development of end-state text based (e.g. "NOVES") communications technologies. This has been made clear in NOI comments, and through work on 4G / LTE deployments. We do believe it is possible to support SMS-to-911 communications without delaying the implementation of this important and needed technology.
- If the deployment of mobile location technologies as part of E911 Phase I and Phase II can be used as a bellwether, it is likely to take 10 to 15 years to deploy a commonly available text-based 9-1-1 communication alterative to SMS. This may yet be a conservative estimate, as several of the parties commenting on this NOI identified the NG9-1-1 deployment as more complex than what was undertaken to provide E9-1-1 Phase I and Phase II location.

Rave recognizes supporting SMS-to-9-1-1 for the deaf, hard-of-hearing, and other underserved segments of the community will require education to properly set expectations for this service. However, Rave strongly believes organizations seeking to serve the community through enhancing public safety services must be protected from liability; be it related to limitations inherent in SMS technology, or to correct public misconceptions (some of which already exists) about SMS communications with 9-1-1. Additionally, we fully support the position of PlantCML, and call for the repeal of statues[1] which prevent mobile phones from communicating via SMS while on a 9-1-1 call in order to better support an interim Text-to-9-1-1 solution.

Privacy

Deployment of NG9-1-1 technology, by its very nature, increases the information available to 9-1-1, first responders, and other public safety and law enforcement entities. This has made privacy a key part of the NG9-1-1 discussion. In fact, Rave believes the success of NG9-1-1 will be measured in part by how individual's privacy is protected within this new environment, and we strongly agree with those NOI respondents that emphasized the importance of privacy protection.

Privacy issues must be considered from initial conception through execution of NG9-1-1. Not only do we owe privacy protection to our citizens, but we also owe it to the success of NG9-1-1. A failure in the area of privacy will limit citizen adoption of NG9-1-1 technologies, and will damage the trust which exists between citizens, first responders, and law enforcement personnel.

Rave believes that the key to privacy is to allow transparency and citizen control over how their information is shared and utilized. Existing laws, such as HIPAA, FERPA, COPPA, etc. provide a solid framework for citizens opting into information sharing while still protecting their privacy.

The actions the FCC takes to legislate or influence privacy legislation must ensure citizens retain control of their personal information, while not being so onerous as to prevent the efficient opt-in for the sharing of citizen information with 9-1-1 and first responders.

Liability

The path to NG9-1-1 will require all constituents (citizens, technology providers, public entities, and others) to adopt technologies not previously used for public safety communications. If the United States is to achieve an expedient and competitive transition to NG9-1-1, it is vital that we not

[1] As exemplified via CFR-2009 title47 vol2 part22 § 22.921

set a precedent where entities choosing to develop and adopt new technologies are placed at a higher level of liability than those who slow down or avoid deploying improvements to public safety communications.

Rave joins other organizations, such as the CTIA, NENA, PlantCML, and Dash Carrier Services who call for bringing clarity and consistency to NG9-1-1 liability, and who view limiting liability exposure as critical to fostering a marketplace where competitive and leading edge NG9-1-1 technologies emerge to further public safety.

Conclusion

As we all seek to improve the United State's emergency response network, it is important that we do not prematurely discount the capabilities of any one technology based on one or two data-points. Furthermore in the long path to NG9-1-1 deployment, it is likely there will be a need to phase-in technologies at different rates in order to deliver the maximum benefit to public safety in the shortest available timeframe.

Finally, the success of this transition will be largely dictated by how we can standardize this new environment. Standards must be developed around funding, privacy, and liability. Rave also agrees with numerous other comments submitted against this NOI: technical standards will be fundamental to the success of NG9-1-1. We believe NENA's i3 architecture is well considered, and seeks to leverage commonly available and thoroughly defined technologies and protocols. The i3 effort shows what public and private entities can accomplish when working together both through, and outside of, formal Standards Development Organizations (SDO's).

We look forward to hearing more from the FCC on these matters.

Respectfully submitted,

Rave Mobile Safety

By: /s/

Todd Piett
Chief Product Officer

Rave Mobile Safety
50 Speen Street
Suite 301
Framingham, MA 01701
(508) 848-2484

March 14, 2011